Have you discovered this NEW MARKET FOR SNIPS?

The new household size Crescent Snip is opening up broader markets for this type of tool. It has a dozen uses about the house—cutting canvas or heavy cloth, stove pipe, sheet metal, lineoleum, wire, rope and flower picking, hedge trimming, etc.

It appeals to the housewife because it saves her scissors—to the man because it gets the odd jobs done easily. Its fine finish, trim design and unusual cutting power at a low price make it a volume seller.

Your jobber now has the DB13 Snip assortment. Order yours today and cash in on the profits from this new snip market.

CRESCENT TOOL COMPANY
229 Harrison St. Jamestown, N. Y.

No. DB 13
Snip Assortment

An attractive 8½ x 11 inch card with blue lettering on a gold background. Text and line illustrations suggest many uses and feature price and guarantee. Assortment consists of 3 S47 snips mounted on board and 3 packed in individual boxes. Furnished at price of tools alone.

CRESCENT and Smith & Hemenway TOOLS

Made under the supervision of and guaranteed by the originators of the Crescent Wrench

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THIS USEFUL HOUSEHOLD SNIP MAKES NEW TOOL CUSTOMERS

The S47 is going over big with dealers because it is *creating* tool customers. This snip, with its almost endless uses about the home, meets the housewife's needs exactly. It saves her scissors. It does the hundred and one household jobs quickly and easily. And it is bringing hardware dealers added profits from a new source.

Have you ordered the DB13 Snip Assortment? Better get in touch with your jobber today!

CRESCENT TOOL CO.
229 Harrison St.,
Jamestown, N. Y.

No. DB13 Snip Assortment
An attractive 8½ x 11 inch card with text and line illustrations. Assortment consists of 3 S47 snips mounted on board and 3 packed in individual boxes.

CRESCENT and Smith & Hemenway TOOLS

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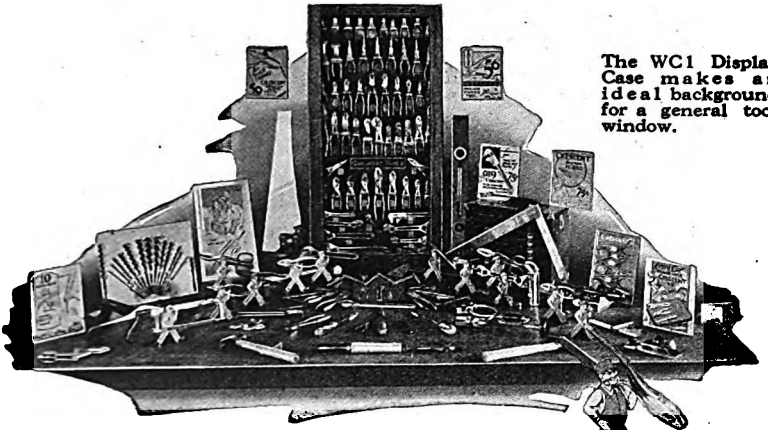


The WC1 Display Case makes an ideal background for a general tool window.

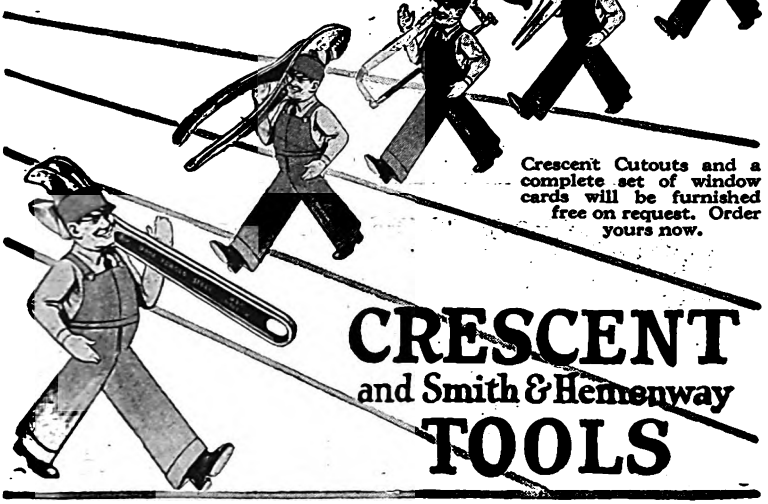
Dealer Helps That Actually Move Tools

A store window is about as good an advertising medium as any hardware dealer could desire — providing he knows how to use it. There are a hundred items of merchandise that have little appeal when merely laid in the window. They do not stir the imagination, they suggest no possible use, they lack attention-getting value.

Many tools come under this classification. That is why Crescent dealer helps furnish the touch which makes a window display effective. They make suggestions — they get attention because they have color and human interest.

The new Crescent Household Snip display will sell snips for you. And it is opening up a new and profitable market for this type of tool. Ask your jobber for the DB13 Snip assortment.

CRESCENT TOOL COMPANY
229 Harrison St., Jamestown, N. Y.



Crescent Cutouts and a complete set of window cards will be furnished free on request. Order yours now.

CRESCENT
and Smith & Hemenway
TOOLS

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A SIDE CUTTING, SLIP JOINT PLIER

All the fine qualities of the popular Crescent thin straight nose plier are incorporated in the new LS26, *plus* a very efficient side cutter. It is a tool peculiarly adapted to the requirements of a dozen types of tool users who are among your best customers.

It is the most practical plier ever designed for the auto mechanic and motorist.

The LS26 is a quality tool at a modest price. In addition to the many features illustrated above, it is very accurately machined and hardened by our special processes. Nickel plated and hand polished, it presents a fine appearance which at once appeals to the exacting tool customer.

Your jobber can now furnish you the LS26. Order thru him.

CRESCENT TOOL COMPANY
229 Harrison St. Jamestown, N. Y.

CRESCENT and Smith & Hemenway TOOLS

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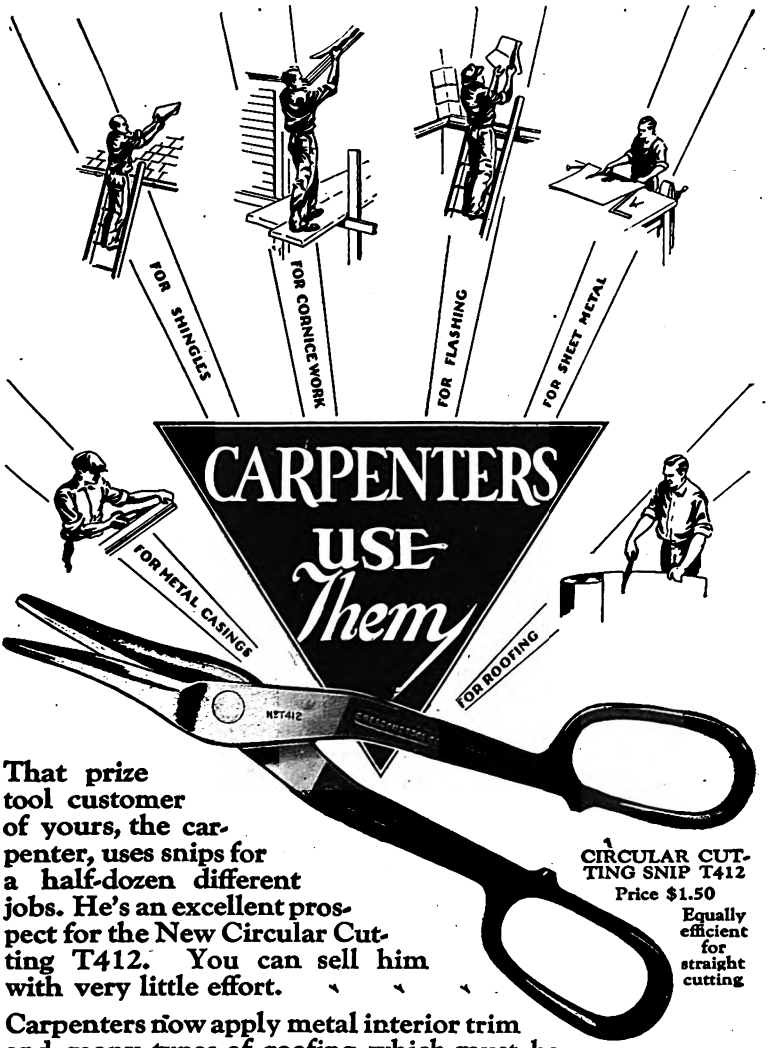

CIRCULAR CUTTING SNIP T412
Price $1.50
Equally efficient for straight cutting

That prize tool customer of yours, the carpenter, uses snips for a half-dozen different jobs. He's an excellent prospect for the New Circular Cutting T412. You can sell him with very little effort.

Carpenters now apply metal interior trim and many types of roofing which must be cut with snips. There are about a half-million carpenters in this country and the T412 is ideal for their work.

Are you getting your share of this business?

CRESCENT TOOL COMPANY

229 Harrison St. Jamestown, N. Y.

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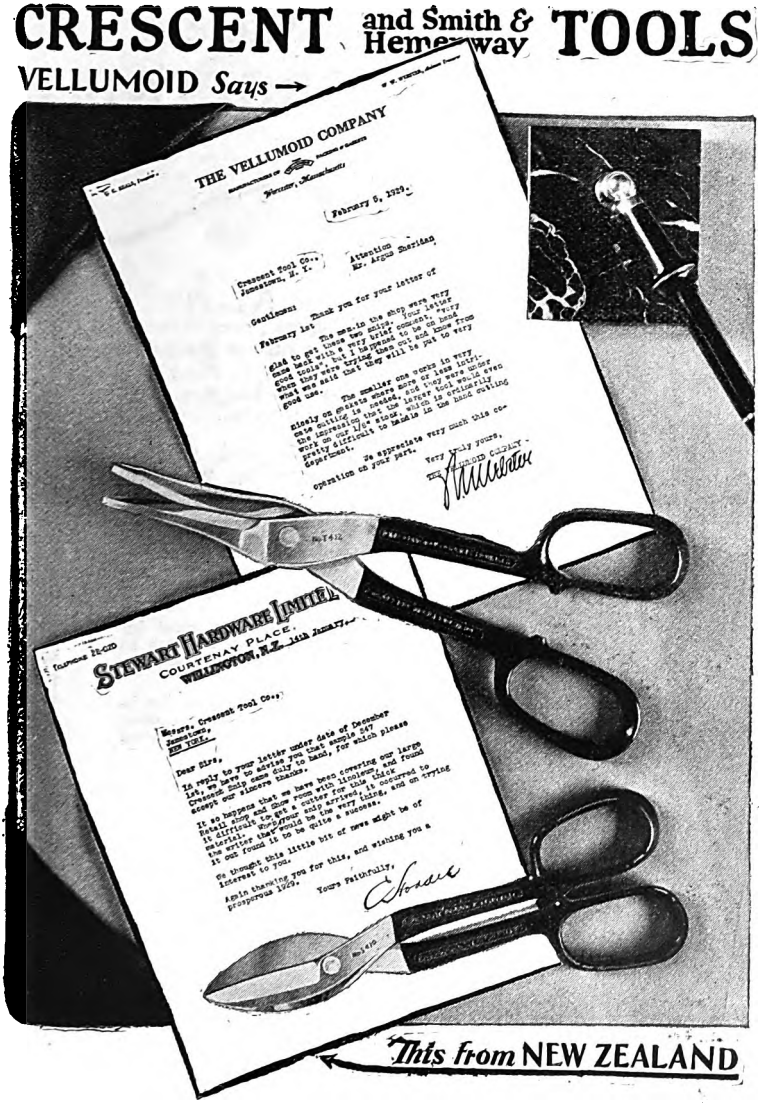

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Left, right . . . . left, right . . . . hep! . . . . hep! . . . . hep! . . .

Here they come—four of them—fresh reinforcements to the conquering Crescent line: No. 950, a general utility, slip joint plier with side cutter, price $1.25; No. 125, a Batteryman's plier, price $1.00: No. LS26, a thin nosed, slip joint plier with side cutter, price $.75; No. T47, a seven inch model of the already famous Crescent Circular cutting Snip, price $1.00.

They're at your jobber's now—awaiting orders.

CRESCENT TOOL CO.
Jamestown, N. Y.

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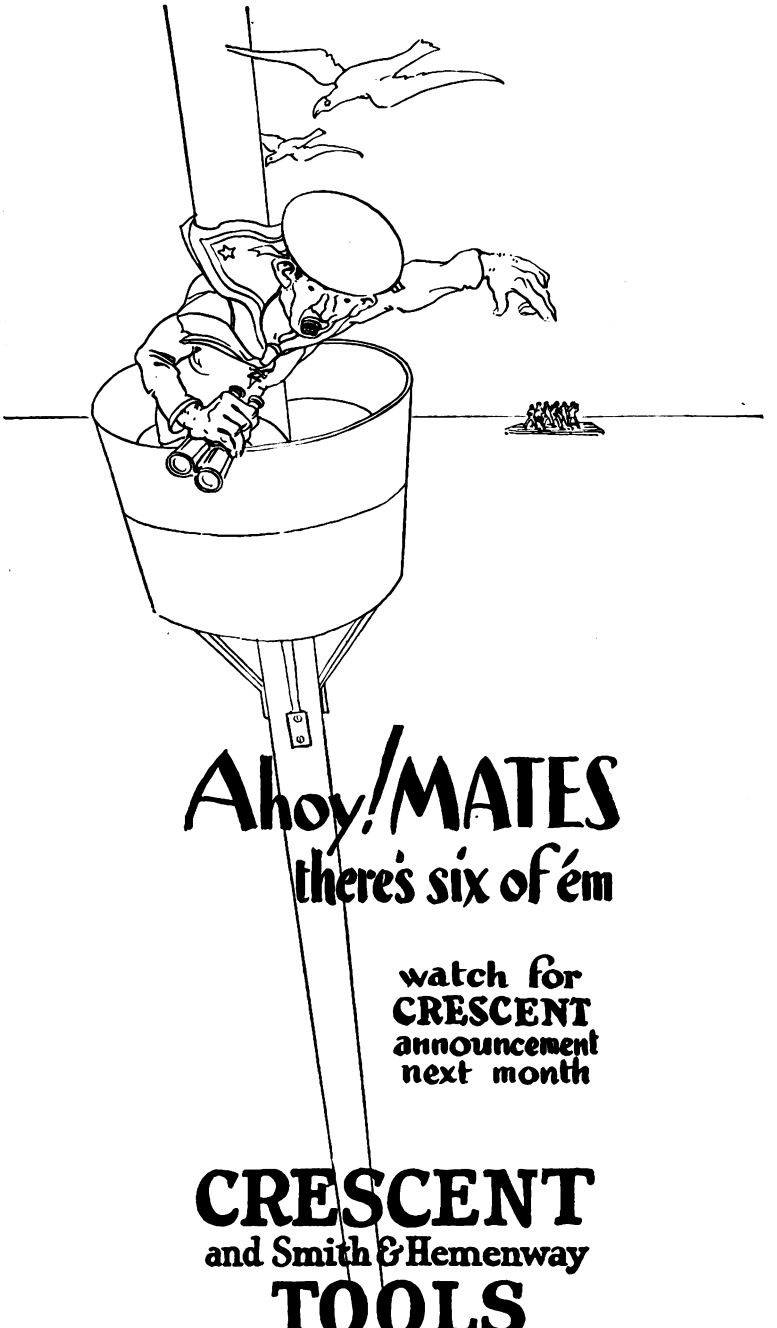

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They're here! Six new, Crescent Tool salesmen—ready to put action, color and interest in your window, counter and store displays. In size and make-up these cut-outs are duplicates of the famous Crescent little mechanic character. They are equipped with a special easel back for supporting a tool as illustrated. Get a supply now and cash in on an attractive Crescent window display. They are supplied without cost.

CRESCENT TOOL CO.
Jamestown, N. Y.

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